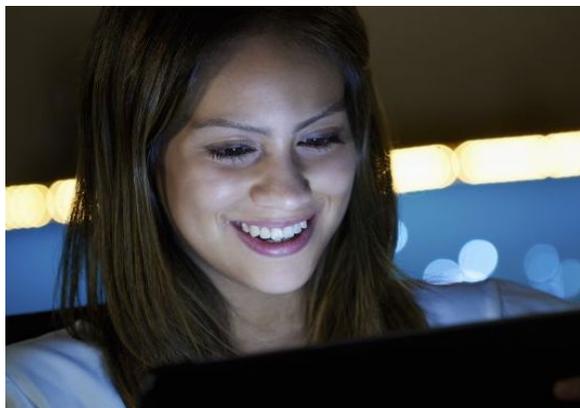


# Hispanics' Content Consumption and Sharing - US - August 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"In addition to broadcast television, the internet provides Hispanics with countless options for consuming and sharing content."

- Juan Ruiz, Director of Hispanic Insights

## This report looks at the following areas:

- Hispanics can't imagine a life without content
- Social media engagement invites sharing
- The internet reshaped how Hispanics spend their leisure time

Hispanic households own a variety of devices, which allows them to have more control over what, when, and where they watch content; larger devices may be used with family; mobile devices grant Hispanics the opportunity of having some "me" time. For brands to insert their own messages and stand out in this context requires creativity and – most importantly – relevance.

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## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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